

Best Practice: The Impact of Media in Ending TB in Himachal Pradesh, India

Background

Tuberculosis (TB) remains a major public health challenge in India. Lack of awareness among the general population continues to delay diagnosis, treatment, and prevention. Mass media plays a critical role in shaping public opinion and driving behaviour change, making it a vital partner in the fight against TB. Recognizing this, the State TB Cell, Himachal Pradesh, initiated structured engagement with media to strengthen awareness and community participation in TB elimination.

Intervention

A **State-level Media Advocacy & Sensitization Workshop** was organized in **October 2024**, with participation from **43 journalists**. To deepen outreach, **four District-level media workshops** were conducted, attended by **110 journalists**.

The workshops focused on:

- Sharing accurate information on TB and its burden in Himachal Pradesh.
- Emphasizing the importance of responsible, fact-based reporting.
- Encouraging continuous media engagement to raise awareness of TB services and prevention.

Results / Impact

Following these sensitization efforts, TB reporting in Himachal Pradesh rose sharply:

- **1,200 newspaper stories**
- **724 web articles**
- **512 website & YouTube features**
- **20 television shows**
- **6 radio interviews**
- **1020 social media/YouTube reports**

From **October 2024 to September 2025**, media coverage ranged between **3–30 stories per month**, all voluntary and unpaid.

Impact achieved:

- Increased awareness of TB symptoms, services, and treatment.
- Improved health-seeking behaviour and early diagnosis.
- Strengthened community support for TB elimination efforts.

Conclusion

The Himachal Pradesh experience demonstrates that **simple, low-cost media sensitization workshops can generate long-term, sustainable engagement**. By equipping journalists with knowledge, the program fostered **organic, voluntary media coverage** that amplified TB awareness across the state.

This approach can be replicated across states and countries to:

- Scale up TB awareness.
- Promote positive health-seeking behaviour.
- Build community-wide support for TB elimination.

Summary

Engaging media through sensitization workshops in Himachal Pradesh proved to be a **best practice intervention** for TB elimination. With minimal investment, the initiative created **sustained, unpaid media coverage** that reached millions, improved awareness, and strengthened the fight against TB at the community level.